

DAFTAR PUSTAKA

- (Universitas Negeri Jakarta. (2021). Pedoman Penunilasn Proposal Skripsi dan Skripsi.
<https://fe.unj.ac.id/wp-content/uploads/2021/11/panduan-akademi.pdf>
- Adam, M. R. R., Handra, T., & Annas, M. (2022). Pengaruh Celebrity Endorser dan Periklanan Terhadap Brand Image (Peran Digital Marketing). *Technomedia Journal*, 7(2), 189–201. <https://doi.org/10.33050/tmj.v7i2.1905>
- Akbar, R., MS, M., & Pandjaitan, D. (2020). The Mediating Role of Brand Image in the Effect of Sales Promotion, Product Quality, and Celebrity Endorser on Purchase Intention. *Journal of University of Shanghai for Science and Technology*, 22(10), 272–282.
- Anita, Rdhillah, G., Musfikhuna, K., Rizkiana, N., & Suhud, U. (2020). Peran Brand Image dalam Mempengaruhi Word of Mouth Konsumen Toko Daring Pakaian Muslim. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 1(2), 308–330.
- ASUS. (2018). *ROG - Republic of Gamers*.
- Ayu, I. G., Febriati, U., Nyoman, N., & Respati, R. (2020). The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 3, 464–470.
- Azwar, S. (2016). Reliabilitas Dan Validitas Aitem. *Buletin Psikologi*, 3(1), 19–26.
- Cahyaningrum, F. (2020). Analisis Pengaruh Electronic Word of Mouth , Celebrity Endorser dan Country of Origin terhadap Purchase Intention melalui Brand Image Studi Kasus Wardah House Semarang. *Konferensi Ilmiah Mahasiswa Unissula*, 851–871.
- Devanagiri, D. G. A. W. A., & Rastini, N. M. (2022). PERAN BRAND IMAGE DALAM MEMEDIASI PENGARUH CELEBRITY ENDORSER TERHADAP PURCHASE INTENTION (STUDI PADA KONSUMEN KOPI JANJI JIWA DI KOTA DENPASAR) Dewa Gede Agung Wikrama Aditya Devanagiri 1 Ni Made Rastini 2 Ekonomi dan Bisnis Universitas

- Udayana , Bali. *E-Jurnal Manajemen*, 11(11), 1873–1893.
<https://doi.org/https://doi.org/10.24843/EJMUNUD.2022.v11.i11.p02>
- Dewi, N. P., & Rastini, N. M. (2020). The Role of Brand Image Mediating The Effect of E-WOM on The Purchase Intention of Yamaha N-MAX in Denpasar City. *American Journal of Humanities and Social Sciences Research*, 3, 60–66.
- Ekonomi, F. (2021). *Fakultas ekonomi*.
- Firdaus, J., & Hermawan, A. (2022). The Effect of Celebrity Endorsements on Purchase Intention through Brand Image and Brand Awareness (Study on Scarlett Whitening Skincare consumers). *Business and Social Science (IJEMBIS) Peer-Reviewed-International Journal*, 2(2), 299–305.
- Gosal, J., Andajani, E., & Rahayu, S. (2020). *The Effect of e-WOM on Travel Intention, Travel Decision, City Image, and Attitude to Visit a Tourism City*. 115(Insyma), 261–265. <https://doi.org/10.2991/aebmr.k.200127.053>
- Hootsuite. (2022). *DIGITAL 2022: ANOTHER YEAR OF BUMPER GROWTH*.
- Hutagaol, R. S., & Safrin, F. A. (2022). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian pada Produk Scarlett Whitening. *Journal Of Social Research*, 1(7), 761–772.
<https://doi.org/10.55324/josr.v1i7.147>
- Iii, B. A. B., & Penelitian, A. M. (2018). *No Title*. 35–51.
- Ilyasa, F. (2019). EFEKTIVITAS DAYA TARIK ENDORSEMENT PRODUK ASUS MELALUI VIDEO “UNBOXING LAPTOP 25.000.000” PLATFROM YOUTUBE TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN ASUS. *Journal of Business Innovation and Research*, 10(1), 19–27.
- Kalangi, N. J., Tamengkel, L. F., & Walangitan, O. F. C. (2019). Pengaruh Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian Shampoo Clear. *Jurnal Administrasi Bisnis*, 8(1), 44.
<https://doi.org/10.35797/jab.8.1.2019.23499.44-54>
- Kamil, N. A. I., & Albert, A. (2020). The effect of e-wom and brand image towards Sushi Masa consumer purchasing decision. *Journal of Social Studies*

- (JSS), 16(1), 19–34. <https://doi.org/10.21831/jss.v16i1.31020>
- Kotler, P., & Keller, K. (2021). *Marketing Management, Global Edition* (16th ed.). Pearson.
- Li, N., & Chaipoopirutana, S. (2020). An Empirical Investigation of Video Game Control Users : Examining the influence of Social Media Advertising , Social Media Promotion , E-WOM , and Brand Image on Purchase Intention in China. *Au Virtual International Conference Entrepreneurship and Sustainability in the Digital Era*, 1(1), 382–394.
- Lu, H.-Y. (2021). the Effect of Brand Image and Celebrity Endorsers' Credibility on Purchase Intention. *International Journal of Organizational Innovation*, 14(2), 200–211.
- Malda Putri, L., & Rahyuda, K. (2021). the Role of Brand Image Mediates the Effect of E-Wom on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 5, 531–541.
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Meidina Riswandi, S. (2016). PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) TERHADAP PURCHASE INTENTION PADA SMARTPHONE IPHONE DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI (STUDI PADA MAHASISWA DI KOTA MALANG) Oleh Suci Meidina Riswandi Universitas Brawijaya , Jl . MT . Haryono 165 , M. *Jurnal Ilmiah Mahasiswa Fakultas Ekonomi Dan Bisnis*.
- Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems*, 28(2), 147–162.
<https://doi.org/10.1504/IJBIS.2018.091861>
- Pasharibu, Y., & Nurhidayah, A. (2021). Digitalization Strategies Through Brand Image , Celebrity Endorser , and Ewom of Indonesian Halal. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(3),

- 732–743.
- Priansa, D. . (2017). *Perilaku Konsumen* (Cet. 1.). Alfabeta.
- Putra, T. R. I., Ridwan, & Kalvin, M. (2020). How Electronic Word of Mount (E-Wom) Affects Purchase Intention with Brand Image As A Mediation Variable: Case of Xiaomi Smartphone in Student. *Journal of Physics: Conference Series*, 1500(1). <https://doi.org/10.1088/1742-6596/1500/1/012094>
- Sanusi, A. (2013). *Metodologi Penelitian Bisnis* (Cetakan Ke). Salemba Empat.
- Saputro, P. (2021). *Industri Game di Indonesia Sumbang Rp 24,8 Triliun Total PDB Nasional*.
- Saut, V. (2022). *Revenue Industri Game di 2022 Menurun, Penyesuaian Jelang Akhir Pandemi? Liga Game TV*.
- Sawlani, D. K. (2021). *DIGITAL MARKETING: BRAND IMAGES* (1st ed.). Scopindo Media Pustaka.
- Setiawan, B., & Rabuani, C. C. (2019). Pengaruh Iklan dan Endorser terhadap Brand Awareness Serta Dampaknya pada Keputusan Pembelian. *Riset*, 1(1), 001–015. <https://doi.org/10.35212/277621>
- Shafira, A., & Ferdinand, A. T. (2017). Analisis Pengaruh Celebrity Endorser dan Keinovatifan Produk terhadap Keputusan Pembelian, serta Citra Merek dan Nilai Utilitarian sebagai Variabel Intervening. (Studi pada Pengguna Provider Seluler XL di Semarang). *Diponegoro Journal of Management*, 6(3), 1–15.
- Siregar, F. R. A., Sadalia, I., & Sembiring, B. K. F. (2019). *The Influence of Celebrity Endorser to the Purchase Intention of Medan Napoleon Cake with Brand Image as Intervening Variable*. 100(Icoi), 619–623. <https://doi.org/10.2991/icoi-19.2019.108>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, CV.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.

- Tusmawati, T., Budiyanto, B., & Wijayanti, W. (2022). Pengaruh Celebrity Endorser dan Word of Mouth Terhadap Purchase Intention Dimediasi oleh Brand Image. *National Multidisciplinary Sciences*, 1(3), 527–536. <https://doi.org/10.32528/nms.v1i3.95>
- Usman, O., & Yuwandara, S. (2019). THE EFFECT OF CELEBRITY ENDORSER, BRAND IMAGE AND SOCIAL MEDIA TO PURCHASEINTENTIONS. SSRN.